

DEPARTMENT OF FINANCE BILL ANALYSIS

AMENDMENT DATE: April 19, 2010
POSITION: Neutral
SPONSOR: California Small Brewers Association

BILL NUMBER: AB 2134
AUTHOR: W. Chesbro

BILL SUMMARY: Alcoholic Beverage Control: Instructional Events: Beer

Current law permits licensed wine manufacturers to hold "Wine Maker Dinners" at establishments licensed to sell alcohol for on-premises consumption. Wine manufacturers may advertise these events, and may hold them without receiving remuneration from the retain establishment. Both of these privileges are exemptions from the "tied-house" law that separates the alcohol industry into three separate components of manufacturer, wholesaler, and retailer.

This bill would authorize licensed beer manufacturers and licensed beer importers to conduct and advertise promotional lectures, characterized as "Beer Maker Dinners," at licensed retail establishments. The promotional lectures could include the serving of beer. Orders could be accepted at these events by the beer manufacturers conducting them.

FISCAL SUMMARY

Finance estimates this bill would have no state General Fund impact. Costs to the Department of Alcoholic Beverage Control would be minor and absorbable.

COMMENTS

Finance notes the following with regard to this bill:

- The bill is intended to provide beer manufacturers with the same exemption from the tied-house law that is provided to wine manufacturers.

Code/Department Agency or Revenue Type	SO	(Fiscal Impact by Fiscal Year)							Fund Code
	LA	(Dollars in Thousands)							
	CO	PROP							
	RV	98	FC	2009-2010	FC	2010-2011	FC	2011-2012	
0001/Major Rev	SO	No	-----	No/Minor	Fiscal Impact	-----			0001
2100/Alcohol Bev	SO	No	-----	No/Minor	Fiscal Impact	-----			3036
<u>Fund Code</u>	<u>Title</u>								
0001	General Fund								
3036	Alcohol Beverages Control Fund								

Analyst/Principal (0762) C. Hill	Date	Program Budget Manager Mark Hill	Date
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Department Deputy Director	Date
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Governor's Office:	By:	Date:	Position Approved _____
			Position Disapproved _____

BILL ANALYSIS Form DF-43 (Rev 03/95 Buff)